

RADIO TV REPORTS

NATIONAL MARKET COVERAGE

TRANSCRIPT

FOR PHILIP MORRIS STATION WNBC-TV

PROGRAM TODAY IN NEW YORK CITY NY

DATE 03/25/93 06:13AM AUDIENCE

SUBJECT LONG ISLAND WOMEN
& BREAST CANCER

New York: 212-309-1400
Chicago: 312-541-2020
Detroit: 313-344-1177
Los Angeles: 213-466-6124
Washington, D.C.: 301-656-4068
Boston: 617-536-2232
Philadelphia: 215-567-7600
San Francisco: 213-466-6124
Miami: 305-358-3358

BROADCAST EXCERPTS

JANE HANSON (Anchor): Long Island women have launched a campaign to find out why they suffer an unusually high risk of breast cancer. Volunteers have been going door-to-door to fill in a map showing the homes of breast cancer victims. They are looking for patterns.

LORRAINE PACE (West Islip Coalition): We want to know how we got this breast cancer. We know how we could get AIDS, we know how we could increase our incidence of lung cancer, we don't know what we did to get breast cancer, and we want to know.

HANSON: Among other things, the volunteers are trying to determine how many women with breast cancer live near power lines, a suspected cause of the disease. Local officials are pressing for Federal money to run a more detailed study.

* * *

MATT LAUER (Anchor): And, British researchers say a World War II diet may give clues to fighting breast cancer. Doctor Dean Edell reports.

DR. DEAN EDELL (Reporter): World War II, a time of suffering and sacrifice, not an era one usually associates with good health, but according to a new report, that dark cloud of history may shed new light on a very modern killer. It may hold the key to breast cancer.

The evidence comes from a study of women in Scotland. Now, researchers there did something unique, they've been keeping records of every case of cancer since 1930. Well, they found a generation of women who grew up during the war who have a lower than expected rate of breast cancer, some 20% lower. The reason, doctors think it was because of their highly-rationed war diet.

2021256746

At the time, health officials were quoted as saying the war had forced them to adopt a food policy based on nutritional needs. Milk, meat, and sugar were rare, eggs were often powdered. What people did have was lots of bread, and unlike today it was all whole wheat. The diet was also heavy in potatoes and fruits and vegetables.

For the first time, vitamins were added to some foods, children and pregnant women were given orange juice and cod liver oil to give them extra vitamins. Now, half a century later, a sudden dip in breast cancer may show how important diet is to a young woman's cancer risk.

During World War II, you couldn't eat a junk-food diet if you wanted to. Today, many women may pay dearly for having that choice.

I'm Dr. Dean Edell.

2021256747